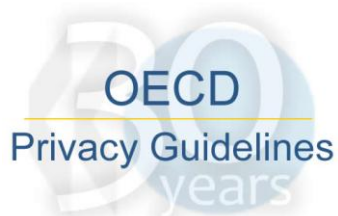


**Working Party for Information Security and Privacy (WPISP)
Working Party on the Information Economy (WPIE)**



Joint WPISP-WPIE Roundtable

**The Economics of Personal Data and Privacy:
30 Years after the OECD Privacy Guidelines**

**OECD Conference Centre
1 December 2010 9:30 – 18:00**

SPEAKERS

WELCOME

- **Andrew Wyckoff**, *Director of Science, Technology and Industry, OECD*



Andrew W. Wyckoff is the Director of the OECD’s Directorate for Science, Technology and Industry (STI) where he oversees OECD’s work on innovation, business dynamics, science and technology, information and communication technology policy as well as the statistical work associated with each of these areas. Mr. Wyckoff was previously Head of the Information, Computer and Communications Policy (ICCP) division at the OECD which supports the organisation’s work on information society as well as consumer policy issues. Before heading ICCP, he was the head of STI’s Economic Analysis and Statistics Division which develops methodological guidelines, collects statistics and undertakes empirical analysis in support of science, technology and innovation policy analysis. His experience prior to the OECD includes being a program manager of the Information, Telecommunications and Commerce program of the US Congressional Office of Technology Assessment (OTA), an economist at the US National Science Foundation (NSF) and a programmer at The Brookings Institution.

SESSION 1: BIG DATA AND GLOBAL FLOWS

- **Jeff Jonas**, *Chief Scientist, IBM Entity Analytics Group and an IBM Distinguished Engineer*



Jeff Jonas is Chief Scientist, IBM Entity Analytics Group and an IBM Distinguished Engineer. The IBM Entity Analytics Group was formed based on technologies developed by Systems Research & Development (SRD), founded by Jonas in 1984, and acquired by IBM in January, 2005.

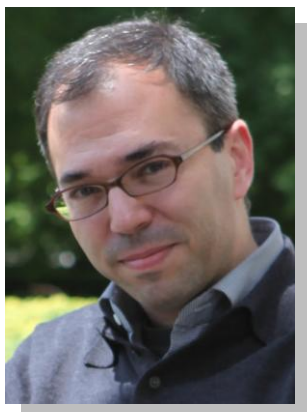
Jonas designs next generation technology that helps organizations better leverage their enterprise-wide information assets. With particular interest in real-time “sensemaking” these innovative systems fundamentally improve enterprise intelligence which makes organizations smarter, more efficient and highly competitive. Jonas’ work has received wide media attention from the Wall Street Journal, The Washington Post, to Fortune Magazine, MSNBC and National Public Radio. He is a member of the Markle Foundation Task Force on National Security, a Senior Associate at the Center for Strategic and International Studies, a member of the EPIC advisory board and a board member of the US

Geospatial Intelligence Foundation.

Jonas blogs on information management, national security, and privacy and periodically testifies on privacy in such venues as the Department of Homeland Security’s Data Privacy and Integrity Advisory Committee, and other federally convened commissions.

Jeff Jonas blogs at: <http://jeffjonas.typepad.com>

- **Kenneth Cukier**, *Japan business and finance correspondent, The Economist*



Kenneth Cukier is the Japan business and finance correspondent of The Economist based in Tokyo. He previously covered technology from London, with a focus on intellectual property and internet governance. Earlier he was the technology editor of The Wall Street Journal Asia in Hong Kong, the European editor of Red Herring, and worked at The International Herald Tribune in Paris.

Mr Cukier was a research fellow at Harvard's Kennedy School of Government in 2002-04 working on the internet and international relations. His writings have also appeared in The New York Times, The Washington Post, The Financial Times and Foreign Affairs, among others. He has been a commentator on business and technology matters for CBS, CNN, NPR and the BBC and others. Additionally, he serves on the board of directors of International Bridges to Justice, a Geneva-based NGO that promotes legal rights in developing countries, and is on the board of advisors to the Daniel Pearl Foundation.

- **John Boswell**, *Senior Vice President, Chief Legal Officer and Corporate Secretary, SAS Institute, Inc.*

John Boswell is Senior Vice President, Chief Legal Officer and Corporate Secretary for SAS. He is responsible for legal services and contract administration worldwide for SAS. In that role he leads a group of over 40 attorneys and 220 staff members globally. He is also responsible for the Government Affairs, Enterprise Negotiation and Risk departments at SAS.

As a member of the SAS Executive Committee, John helps set policy for the company. His career at SAS began in 1991 as a Senior Marketing Counsel. In that role, he led domestic and international sales negotiations and authored most of the company's standard license agreements. Before joining SAS, Boswell was President of Vista Development Corp., a software consulting company. He has also served as General Counsel and Secretary for Raima Corp., another software company. Prior to that John was in private practice.

Boswell holds a law degree and a bachelor's degree in philosophy from the University of South Carolina at Columbia. He is consistently chosen as one of the best corporate attorneys in North Carolina by his peers in the North Carolina Bar Association. He is a board member of the North Carolina Chamber of Commerce and lectures on intellectual property for the N.C. Bar's continuing education program. John volunteers with Habitat for Humanity and with the Angel Flight network. John is married with three sons and enjoys flying and playing ultimate frisbee.

- **Marc Latouche**, *Director of Internet Business Solutions Group, CISCO*

- **Viktor Mayer-Schönberger**, *Professor of Internet Governance and Regulation, Oxford Internet Institute*



Viktor Mayer-Schönberger is the OII's Professor of Internet Governance and Regulation. His research focuses on the role of information in a networked economy. He was previously Associate Professor at the Lee Kuan Yew School of Public Policy and Director of the Information + Innovation Policy Research Centre. Before coming to the LKYSPP he spent ten years on the faculty of Harvard's Kennedy School of Government.

Professor Mayer-Schönberger has published seven books, including most recently 'Delete: The Virtue of Forgetting in the Digital Age' (Princeton University Press 2009) and 'Governance and Information Technology' (MIT Press 2007), as well as over a hundred articles (including in Science) and book chapters. A native Austrian, Professor Mayer-Schönberger founded Ikarus Software in 1986, a company focusing on data security, and developed Virus Utilities, which became the best-selling Austrian software product. He was voted Top-5 Software Entrepreneur in Austria in 1991 and Person-of-the-Year for the State of Salzburg in 2000.

He chairs the Rueschlikon Conference on Information Policy, is the cofounder of the SubTech conference series, and served on the ABA/AALS National Conference of Lawyers and Scientists. He is on the academic advisory boards of corporations and academic institutions, including Microsoft. He holds a number of law degrees, including one from Harvard and an MS(Econ) from the London School of Economics.

- **Yoshiaki Tojo**, *Director, Information Services Industry Division, Ministry of Economy, Trade and Industry, Japan*



Yoshiaki Tojo is Director of the Information Services Industry Division, in the Commerce and Information Policy Bureau, at the Ministry of Economy, Trade and Industry in Japan. He is responsible for fostering ICT-driven innovation and productivity growth, promoting competitive software and information services industry and facilitating knowledge management to optimize the use of ICTs and intangible capital.

From 2005 to 2009 he was Head of the Economic Analysis and Statistics Division at the OECD. In 2003 he was Special Assistant to the Vice Minister and Director of the International Economic Affairs Division at METI, where he coordinated METI initiatives for the East Asian community.

SESSION 2: Valuing Personal Data in Online and Financial Services

- **Catherine Tucker**, *Douglas Drane Career Development Professor in IT and Management, MIT Sloan School of Management*

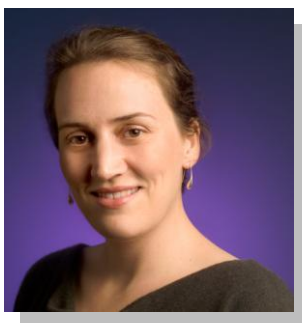


Catherine Tucker is the Douglas Drane Career Development Professor in IT and Management and Assistant Professor of Marketing at MIT Sloan School of Management. She is interested in how privacy concerns can affect technology adoption, healthcare IT and the effectiveness of online advertising. She received an undergraduate degree in Politics, Philosophy and Economics from Oxford University and a Ph.D. in Economics from Stanford University.

- **Jane Hamilton**, *Electronic Commerce Policy, Industry Canada*



- **Betsy Masiello**, *Policy Manager, Google*



Betsy Masiello is a Policy Manager on Google’s public policy team. As part of her work at Google she is one of the leads for Google’s privacy efforts and for analyzing Google’s and the Internet’s impact on the economy. Prior to joining Google she was a consultant at McKinsey & Company, where she served global telecommunications companies on new business strategies around emerging technology. Masiello holds a BA in Computer Science from Wellesley College, a MSc in Economics from Oxford where she was a Rhodes Scholar, and an SM from MIT’s Technology & Policy Program.

- **Gabriel de Montessus**, *Vice President for Strategy & Corporate Finance, Hi-media Groupe*

Gabriel de Montessus graduated from the University Paris-IX Dauphine and the business school EM Lyon. Before joining Hi-Media in 2007 he was an investment banker in mergers and acquisitions at Citigroup in Paris, working mainly on Tech/Media deals. Previously, he was a manager at VPSA (formerly Viventures), a venture capital fund dedicated to new technologies and to the Internet, where he handled the North American investments. Based in Palo Alto, California, he took part in this respect in many investments and exits.

- **Martin Abrams**, *Executive Director, Centre for Information Policy Leadership*

Martin Abrams is Executive Director of the Centre for Information Policy Leadership at Hunton & Williams LLP, a path finding global privacy and information security think tank located in Washington, D.C. Mr. Abrams brings more than thirty years of experience as a policy innovator to the Centre where he pursues practical solutions to privacy and security problems. He is currently leading the global drive to make privacy processes both more flexible and responsive through accountability based governance. The Accountability Project includes participating governments, regulators, business and consumer organizations from Europe, North America and Asia, and its work has been reported at the International Conference of Data Protection and Privacy Commissioners, OECD and APEC. Mr. Abrams is working with companies as they put accountability-based governance programs into effect. He also is leading a project to define ethical framework for analytics based applications, with the results to be reported to the OECD. He led the project group that developed multi-layered notices and gained its acceptance from Working Party 29 of the European Commission, OECD and APEC. He speaks and writes on information policy trend issues, and has led privacy seminars in Asia, Australia, Europe, North and South America. Mr. Abrams is the 2008 winner of the International Association of Privacy Professionals Vanguard Award.

- **Chris Gration**, *Head of External Relations, Veda Advantage*



Chris Gration has worked in retail banking, regulatory and government affairs for more than 20 years. In 1989 he worked on the original private sector provisions of the Australian Privacy Act and credit reporting as Private Secretary to the Minister for Consumer Affairs, Senator Nick Bolkus. He was a media and policy advisor to three Federal ministers. He then joined the Australian credit unions working on major finance system reforms such as the Wallis Inquiry, the GST, and Financial Services Reform processes. As General Manager Strategy, he led an 18 month credit union industry reform process and then a 12 month commercialisation strategy for CUSCAL the industry service company. In 2004 Chris joined credit reporting agency Veda Advantage, working on fraud and identity product development and policy. In 2006 he was appointed Head of External Relations, where he has led work to establish Veda Advantage as a leader on strong privacy culture and on credit reporting reform.

- **Joonhwa Choung**, *Team Leader of Customer Relationship Management, KB Kookmin Bank*



Joonhwa Choung is a CRM team leader on Marketing Department in KB Bank. His works as a CRM Manager is to do manage and analyze customer Information to provide customized products and to utilize in marketing. He received an BS degree in Mechanical Engineering from Chung-ang University and MS degree in Information System from PACE University.

SESSION 3: Valuing Personal Data in the Health Sector

- **Peter Desmond Singleton**, *Director, Cambridge Health Informatics and Principal Research Fellow, University College London*
- **Elliot E. Maxwell**, *President, E-maxwell and Associates*

Elliot E. Maxwell advises public and private sector clients on strategic issues involving the intersection of business, technology, and public policy in the Internet and E-commerce domains. He is a Fellow of the Communications Program at Johns Hopkins University, and Distinguished Research Fellow at the eBusiness Research Center of the Pennsylvania State University. He also advises the Office of the National Coordinator for Health Information Technology in the U.S. Department of Health and Human Services.

From 1998 until 2001, Maxwell served as Special Advisor for the Digital Economy to U.S. Secretary of Commerce William Daley and U. S. Secretary of Commerce Norm Mineta. In this position he was the principal advisor to the Secretary on the Internet and E-commerce. After leaving the government he was Senior Fellow for the Digital Economy and Director of the Internet Policy Project of the Aspen Institute and chaired an international public policy advisory council for MIT's Auto ID Center. Previously, Maxwell worked for a number of years as a consultant and as Assistant Vice President for Corporate Strategy of Pacific Telesis Group where he combined business, technology, and public policy planning. He served at the U.S. Federal Communications Commission as Special Assistant to the Chairman, Deputy Chief of the Office of Plans and Policy, and Deputy Chief of the Office of Science and Technology. Maxwell also worked for the U.S. Senate as Senior Counsel to the U.S. Senate Select Committee on Intelligence Activities.

Maxwell graduated from Brown University and Yale University Law School. Among his publications is a report, published by the Committee for Economic Development, entitled "Harnessing Openness to Transform American Health Care." More information may be found at www.emaxwell.net

- **Anne Bahr**, *Deputy R&D Data Privacy Officer, Sanofi-Aventis*
- **Frederike Diersen**, *Senior Legal and Policy Advisor, Ministry of Health, Welfare and Sport, Netherlands*
- **Gerrard Abi-Aad**, *Policy Analyst, Directorate for Employment, Labour and Social Affairs, OECD*

Gerrard Abi-Aad works in the Health Division of the OECD as a policy analyst. He is currently studying the relationship between variations in primary care quality and primary care system characteristics. Before joining the OECD Gerrard worked in the research and development unit for the national regulator for health and social care and at the King's Fund London. Gerrard is honorary fellow in health services research at the Centre for Health Service Studies (University of Kent) and has an MSc in Health Information Science from the University of Warwick.

SESSION 4: The Business of Privacy

- **Alessandro Acquisti**, *Associate Professor, Heinz College, Carnegie Mellon University*



Alessandro Acquisti (PhD, UC Berkeley) is an Associate Professor at the Heinz College, CMU. His research investigates the economics and behavioral economics of privacy, privacy in social networks, and privacy nudges. Alessandro has received the PET Award for Outstanding Research in Privacy Enhancing Technologies and the IBM Best Privacy Faculty Award. His interdisciplinary research has been disseminated in the top journals of multiple disciplines (including Proceedings of the National Academy of Science, Journal of Consumer Research, Marketing Science, Information Systems Research). His findings have been featured on NPR, New York Times and NYT Magazine, Wall Street Journal, Washington Post, CNN, and others.

- **David Smith**, *Deputy Information Commissioner, United Kingdom*



David Smith is the Deputy Commissioner with responsibility for the Data Protection supervisory functions of the Information Commissioner's Office (ICO) based in Wilmslow, Cheshire.

As well as providing Data Protection leadership across the Information Commissioner's Office, David has direct responsibility for oversight of its Strategic Liaison Division which develops and manages the ICO's relations with its key stakeholders. He is a member of both the Commissioner's Management Board and Executive Team.

The international aspects of David's work involve him in representing the UK on the Article 29 Working Party of European Supervisory Authorities set up under the Data Protection Directive. In addition he was the Chairman of the data protection supervisory body for Europol from October 2006 to October 2009.

- **J. Trevor Hughes**, *Executive Director, International Association of Privacy Professionals*

J. Trevor Hughes is the President and CEO of the International Association of Privacy Professionals (IAPP). In this role, Hughes leads the world's largest association of privacy professionals. Hughes is an experienced attorney in privacy, technology and marketing law. He has provided testimony before the U.S. Congress Commerce Committee, the Senate Commerce Committee, the Federal Trade Commission, the Home Affairs Committee of the British Parliament and the EU Parliament on issues of privacy, surveillance, spam and privacy-sensitive technologies. He is a member of the first class of Certified Information Privacy Professionals (CIPP) and recently completed, with co-author Reed Freeman, *Privacy Law in Marketing*, published by CCH.

Hughes has previously served as the executive director of the Network Advertising Initiative, a leading online privacy trade association, and the Email Sender and Provider Coalition, a trade association working on e-mail policy and practices. Prior to these roles, Hughes was director of privacy and corporate counsel for Engage, a leading online media and software company.

Hughes is an adjunct professor of law at the University of Maine School of Law and has lectured on privacy at Harvard, MIT, the London School of Economics, Boston College Law School, Georgetown University and Northeastern University. He is a frequent speaker on privacy issues at conferences around the world.

- **Paolo Balboni**, *European Privacy Association*

Paolo Balboni is Executive Director of the European Privacy Association (EPA) and Board Member-International Ambassador of the Italian Institute for Privacy (IIP). He is Research Associate at Tilburg University (the Netherlands) where he teaches the Master's course "Liability of Web 2.0 Service Providers"; he is also Assistant to the chair of Internet Law (Diritto di Internet) at the University of Bologna (Italy). Attorney-at-law, he runs his own boutique law firm specialized in ICT law and personal data protection, with offices in Milan and Bologna (Italy). He advises multinational companies mainly on legal issues related to data protection, IT contracts, e-commerce, cloud computing, Web 2.0 Service Providers' liability, Internet content providers' liability, e-signatures, digital retention of documents, and general IP matters. Additionally, he advises celebrities on privacy and copyright issues. He has developed considerable expertise in the following industries: communications, media, entertainment, IT, e-health, fashion, and financial services. Author of the book 'Trustmarks in E-commerce'; selected legal expert for the European Network and Information Security Agency (ENISA) projects on 'Cloud Computing Risk Assessment', 'Gov-Cloud', and 'Common Assurance Metric – Beyond the Cloud', Paolo Balboni is regularly involved in European Commission Projects related to ICT and data protection, as well as regular speaker at international congresses on the same matters. Law Degree with distinction from the University of Bologna in 2002 and Ph.D. in comparative ICT law from Tilburg University in 2008, Paolo Balboni is fluent in Italian, English, and Dutch and speaks also German, French and Spanish. More information on: www.paolobalboni.eu.

- **Owen Tripp**, *Co-founder and Chief Operating Officer, Reputation Defender*



Owen Tripp is Chief Operating Officer at Reputation Defender. Fluent in Internet search technologies, data mining and analytical marketing, Owen Tripp co-founded ReputationDefender in 2006 and now serves as its COO. Responsible for the breadth of the company's revenue platform, his duties span sales, business development and partnerships, corporate development, and company operations. Prior to joining ReputationDefender, Mr. Tripp created the user intelligence team at eBay, breaking new ground in systems for identity management, next generation product finding, and keyword search optimization. An alumnus of Accenture, Mr. Tripp architected large-scale operations centers in the US and the Philippines during his time with the consultancy. Mr. Tripp holds a BA with Honors in Spanish Literature from Trinity College and an MBA from Stanford Graduate School of Business; outside of the office, he enjoys the culinary arts, wine collecting, and reading. ReputationDefender has recently been named one of the World Economic Forum's Global Technology Pioneers for 2011.

- **Andreas Krisch**, *President, European Digital Rights*



Andreas Krisch is the president of EDRI (<http://www.edri.org/>). He graduated at the University of Vienna and the Vienna University of Technology and holds a master degree in Information Systems. He is President of European Digital Rights (EDRi) and of the Austrian Association for Internet users (VIBE!AT). Andreas is active in the field of privacy and data protection in the Information Society and released several publications in the sector. On behalf of VIBE!AT he is member of the New Media Advisory Council at the Austrian Federal Chancellery. Andreas Krisch works on data protection and privacy issues of RFID applications and RFID-based Information Systems since 2002. As a member of the RFID Expert Group he advised the European Commission on privacy and security aspects of RFID systems.

CONCLUSION: EXAMINING THE IMPLICATIONS FOR PRIVACY GOVERNANCE AND MAPPING FUTURE WORK

- **Daniela Battisti**, *Agency for Inward Investments and Business Development, Italy (Chair of the WPIE)*

Daniela G. Battisti (PhD. Rutgers 1994) is the Director of the Competitive Intelligence Unit within the Investments Attraction Area at Invitalia-National Agency for Inward Investments and Business Development, Ministry for Economic Development. The digital economy is the main area of her expertise with particular focus on digital content and IPR, e-commerce, the economics of privacy.

She joined the Agency in 2008. Before she was Director at Innovazione Italia, a state agency controlled by the Minister for Innovation and Technology. Between 2001-2004, she has been Head of the Research and Study Unit and member of the Board of Technical Advisors in the Cabinet of the Minister for Innovation and Technologies. In 1999, she joined the Italian Presidency of the Council of Ministers. Before, she was involved in managing numerous projects R&D projects in the field of ICT.

Her knowledge of national and international policies is extensive. Since 2001, she is national delegate to the OECD (Organization for Economic Cooperation and Development) and Chair of the WPIE (Working Party Information Economy). She is a member of the Office of Distinguished Friends of the London Business School and she was member of the Global Advisory Board for the London Business School (2004-2008). She is Adjunct Faculty at the following academic institutions: Loyola University-Rome Program, The American University in Rome; Trinity College (CN, USA) - Rome Program.

- **Steven W. Lett**, *Deputy Coordinator for International Communications and Information Policy, Department of State, United States*

Steve Lett is Deputy United States Coordinator for International Communications and Information Policy. He directs the Office of Technology and Security Policy in the State Department's Bureau of Economic and Business Affairs. In these roles he is involved in a variety of issues related to strategic international policy-making, including national security issues related to telecommunications and the Internet, the international satellite market, and emerging technologies. He is the U.S. representative in the OECD's Committee for Information, Computer and Communications Policy. Prior to joining the State Department in 1989, Mr. Lett was a member of the Federal Communications Commission's International Conference Staff and Common Carrier Bureau. There he worked on U.S. rule-making proceedings related to the international telecommunications market, and headed delegations negotiating technical coordination agreements between the United States and other countries. He also has represented the United States in committees and conferences of the United Nations, the International Telecommunication Union, and the International Maritime Organization. Mr. Lett completed bachelor's degree programs at Duke University in Electrical Engineering, and Public Policy Studies, and holds a Master of Science degree with distinction from the National Defense University's Industrial College of the Armed Forces.

- **Sophie Nerbonne**, *International and IT Department, CNIL, France*

- **Anna Fielder**, *Steering Committee Member, Civil Society Information Society Advisory Council to OECD*



Anna Fielder is a long-standing consumer advocate, since 2006 working as a policy and public affairs consultant for national and international public interest organisations. She serves on the board of Trustees of Privacy International and elected Steering Committee member of the Civil Society Information Society Advisory Council (CSISAC) to the OECD ICCP committee. She is senior policy advisor to the UK Consumer Focus (the new National Consumer Council), focusing in particular on the digital environment. She coordinates consumer and public interest representation into standards covering sustainability for the British Standards Institution. She is also on the team of experts and lead author of several studies for Civic Consulting (Germany), which specialises in policy and economic studies for governmental institutions.

- **Mark Lange**, *Senior Policy Counsel, Microsoft Corporation*

Mark is Senior Policy Counsel in the Microsoft Law and Corporate Affairs department in Europe. He has been based in Microsoft's Paris office since 1998. Mark works on legislative and government policy issues relating to interoperability, intellectual property, and cloud computing across the Europe, Middle East, and Africa regions.

Prior to joining Microsoft, Mark worked for the law firm of Covington & Burling in its Washington, D.C. and Brussels offices from 1989 to 1998. His practice included general litigation, international trade, and intellectual property.

Mark grew up in Charlottesville, Virginia. He graduated from the University of Virginia in 1981, and from Northwestern University Law School in 1989.

- **Keith Besgrove**, *First Assistant Secretary, Department of Broadband Communications and the Digital Economy, Australia (Chair of the WPISP)*

Mr Keith Besgrove is the First Assistant Secretary, Consumer Policy and Post division of the Australian Department of Broadband, Communications and the Digital Economy. Keith is responsible for programs which provide access to broadband communications in rural and remote regions, consumer policy, and cyber security issues relating to small business and home users. He is also the current chair of the OECD's Working Party on Information Security and Privacy, a position which he has held for the past three years. Keith has an extensive background in communications and cyber-security policy issues and played a leading role in the establishment of the OECD Anti-Spam Taskforce.